

FIG. 4

4/12

40

Mode Register Change Delete Display

Pattern Name (Abbreviation) ▼ Summer-Day Off-Weekend

Pattern Name

Visitor Number Ratio

Copy

Cancel

Total	Chiba	Kanagawa	Sendai	Nagoya	Saitama	Kansai	Kyushu	Seinan	Sapporo	Aomori
100.00	19.70	17.03	2.79	10.04	18.60	18.18	8.42	2.08	2.24	0.88
100.00	19.70	17.03	2.79	19.80	18.60	18.18	8.42	2.08	2.24	0.88
0.00										

Before Change

After Change/ Adjustment

Cancel

Reference Period Start date 00/5/30 ▼ Tuesday 1 Day(s) End date 00/5/30 ▼ Tuesday

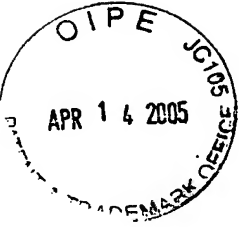
Day of the week Selection ▼

Day of the week - Section Selection ▼

Cancel

Selection	Date	Day of the week	Section	Total

Cancel



5/12

41
44

43
42

Display Start Date  
 01/7/11

Final Prediction Date  
 01/9/8

Display Period  
 10 Week(s)

Saturday

Display Period  
 01/7/11

Previous Year  
 Compared against two years ago(%)

PLAN  
 Yr on Yr(%)

PLAN  
 Yr on Yr(%)

Record  
 Yr on Yr(%)

Customer  
 number rate - Pattern name

This Yr  
 C m o e m n t

Prev Yr  
 C m o e m n t

Promo  
 This Year

Promo  
 Prev Year

Setting Date	Record	Compared against two years ago(%)	PLAN Yr on Yr(%)	PLAN Yr on Yr(%)	Record Yr on Yr(%)	Customer number rate - Pattern name	This Yr C m o e m n t	Prev Yr C m o e m n t	Promo This Year	Promo Prev Year
01/07/02	1,665,073	119	01/07/03	1,831,580	0	Reg-Weekday			X	X
01/07/03	1,607,647	113	01/07/04	1,816,641	0	Reg-Weekday			X	X
01/07/04	1,714,775	112	01/07/05	1,886,262	0	Reg-Weekday			X	X
01/07/05	1,689,273	112	01/07/06	2,060,918	0	Reg-Weekday			X	X
01/07/06	1,724,583	110	01/07/07	2,137,702	0	Reg-Weekday			X	X
01/07/07	2,102,063	88	01/07/08	2,332,815	0	Reg 1(or 2) Saturday			X	X
01/07/08	2,200,115	93	01/07/09	2,640,006	0	Regular Sunday			X	X
Week Total	12,703,529	104		14,705,909	0				X	X
01/07/09	1,598,245	110	01/07/10	2,108,960	0	Reg-Weekday			X	X
01/07/10	1,567,367	116	01/07/11	2,088,841	0	Reg-Weekday			X	X
01/07/11	1,608,074	110	01/07/12	2,137,345	0	Reg-Weekday			X	X
01/07/12	1,604,870	108	01/07/13	2,100,798	0	Reg-Weekday			X	X
01/07/13	1,702,015	103	01/07/14	2,195,220	0	Reg-Weekday			X	X
01/07/14	1,857,390	90	01/07/15	2,525,439	0	Reg 1(or 2) Saturday			X	X
01/07/15	2,187,391	93	01/07/16	2,592,187	0	Regular Sunday			X	X
Week Total	12,135,152	102		15,743,765	0				X	X
01/07/16	1,655,259	81	01/07/17	2,017,573	0	Reg-Weekday			X	X
01/07/17	1,707,532	81	01/07/18	1,998,458	0	Reg-Weekday			X	X
01/07/18	1,877,958	96	01/07/19	2,039,525	0	Reg-Weekday			X	X
01/07/19	2,093,695	101	01/07/20	2,134,558	0	Reg-Weekday			X	X
01/07/20	2,243,356	115	01/07/21	2,398,715	0	Summer Vac Sunday			X	X
01/07/21	2,080,098	88	01/07/22	2,308,455	0	Summer Vac 1 Saturday			X	X
01/07/22	2,175,851	87	01/07/23	2,327,585	0	Summer Vac Sunday			X	X
Week Total	13,833,749	88		15,280,879	0				X	X

Previous Prediction Ending Date  
 01/11/04

Cancel

Update OK

Typhoon 3

Kanto Region

Typhoon 3

Hookaido

Last day of semester

Kyushu

Okinawa Summit

Marine Day

Kyushu

Okinawa Summit

FIG.

9

46

Date						TV Area		Selection							
45															
Start Date						Ending Date		Period							
Display Period						Week(s)		Monday							
01/5/28						01/8/5		Sunday							
Yamanashi						Shizuoka		Tovama							
Ishikawa															
Cancel						Display OK									
Setting Date			National Total			Selection Area			Exclusion Area						
Date	Day Sec. of the week	Record Prev. Year	PLAN	Yr to Yr Ratio	Record Prev. Year	PLAN	Yr to Yr Ratio	Record Prev. Year	PLAN	Yr to Yr Ratio	Record Prev. Year				
01/05/28		1,671,157	1,854,884	111	1,872,604	112	43,249	127	40,415	118	1,637,077	1,811,735	111	1,832,188	112
01/05/28		1,608,852	1,825,231	114	1,776,688	110	42,788	130	38,049	116	1,577,056	1,792,448	114	1,738,649	110
01/05/30		1,623,841	1,899,893	117	1,805,805	111	44,236	120	40,239	114	1,588,573	1,855,597	117	1,785,368	111
01/05/31		1,848,680	1,858,315	118	1,731,380	105	48,827	124	38,845	114	1,611,723	1,814,988	118	1,751,435	109
01/06/01		1,724,119	1,982,315	114	1,840,197	107	45,751	122	40,520	108	1,688,885	1,916,664	114	1,789,617	107
01/06/02		1,960,277	2,056,146	105	0	0	48,802	98	0	0	1,908,754	2,006,547	105	0	0
01/06/03		2,267,420	2,242,831	88	0	0	54,640	89	0	0	2,206,002	2,188,181	89	0	0
Wk Total		12,503,355	13,709,718	110	9,086,424	73	323,653	113	189,168	70	12,216,870	13,386,065	110	8,887,266	73
01/06/04		1,844,742	1,772,858	108	0	0	41,337	116	0	0	1,608,992	1,781,621	108	0	0
01/06/05		1,578,720	1,784,064	112	0	0	41,148	124	0	0	1,545,556	1,723,718	112	0	0
01/06/06		1,588,088	1,817,147	115	0	0	42,386	128	0	0	1,549,830	1,774,781	115	0	0
01/06/07		1,592,814	1,897,306	124	0	0	44,236	140	0	0	1,501,179	1,897,306	128	0	0
01/06/08		1,622,148	1,975,182	122	0	0	46,051	130	0	0	1,566,663	1,853,070	122	0	0
01/06/09		2,135,020	2,516,355	118	0	0	60,704	111	0	0	2,080,311	2,455,651	118	0	0
01/07/10		2,148,976	2,574,144	120	0	0	62,712	107	0	0	2,088,185	2,511,432	120	0	0
Wk Total		12,248,514	14,317,858	117	0	0	338,554	120	0	0	11,360,797	13,373,402	117	0	0
01/06/11		1,575,094	1,950,287	124	0	0	45,470	122	0	0	1,537,937	1,904,797	124	0	0
01/06/12		1,517,882	1,939,898	128	0	0	45,223	144	0	0	1,488,489	1,894,889	127	0	0
01/06/13		1,576,214	1,980,772	126	0	0	48,182	141	0	0	1,542,524	1,934,580	125	0	0
01/06/14		1,630,047	1,853,840	120	0	0	45,554	141	0	0	1,598,407	1,908,234	129	0	0
01/06/15		1,640,583	2,080,735	124	0	0	47,348	141	0	0	1,608,882	1,988,447	128	0	0
01/06/16		2,112,598	2,299,935	108	0	0	55,481	88	0	0	2,056,414	2,244,354	109	0	0
01/06/17		2,295,826	2,545,688	111	0	0	62,019	87	0	0	2,080				

FIG. 7

Product Composition Ratio Pattern M Registration

Mode

Register

Change

Delete

Display

Product Category

01 Sandwich

Pattern Name (Abbreviation)

Founding - Price - Regular

OK

Cancel

Copy

Pattern Name

Visitor Number Ratio

Composition Ratio

Before Change T

Ratio against Before Change

Reference Record T

Reference Record Ratio

After Change T

Ratio against After Change

Cancel

Update OK

Cancel

Update OK

Total	A	B	C	D	E	F	G	H
1,620.66	290.88	358.89	154.88	48.58	281.75	313.06	18.87	74.57
100.00	19.11	29.58	10.19	9.19	17.21	20.59	1.23	4.98
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
1,520.66	280.66	358.38	154.88	48.58	261.75	318.06	18.67	74.57
100.00	19.22	23.58	10.18	8.18	17.21	20.58	1.23	4.80

Cancel

Update OK

Display Period

Start date

00/5/31

▼

Period

Wednesday

1

Day(s)

Last date

00/5/31

▼

Wednesday

Day of the week Selection

▼

Check Area

Day of the week - Section Selection

▼

Search

Check

Cancel

OK

TV Area

Selection

Selection	Date	Day of the week	Section	Total

T-Display

Ratio Display

Cancel

Select OK

Mode

Register

Change

Delete

Display

Product Category

01 Sandwich

▼

Pattern Name (Abbreviation)

workday(weekday) with P

Copy

Cancel

OK

Pattern Name

Workday during/at Promotion

Browse

Cancel

Update OK

Selection	Product	Trade/Deal	Total	Chiba	Kanagawa	Sendai	Nagoya	Saitama	Kansai	Kyushu
	A	✓	100.00	18.85	17.28	8.74	10.70	14.34	18.46	6.51
	B	✓	100.00	16.83	16.48	3.98	8.75	14.60	17.51	7.27
	C	✓	100.00	19.58	14.80	4.21	11.40	13.58	18.28	8.36
	D	✓	100.00	17.45	17.40	2.89	11.41	14.18	20.06	5.16

Detail Input

Cancel

Update OK

Reference Period

00/5/31

▼

Wednesday

1

Day(s)

Wednesday

Start date

00/5/31

▼

Wednesday

1

Day(s)

Wednesday

End date

00/5/31

▼

Wednesday

Day of the week Selection

▼

Check Area

Day of the week - Section Selection

▼

Cancel

OK

Selection	Date	Day of the week	Section	Total

Show Number Sold

Show Ratio

Cancel

Select OK